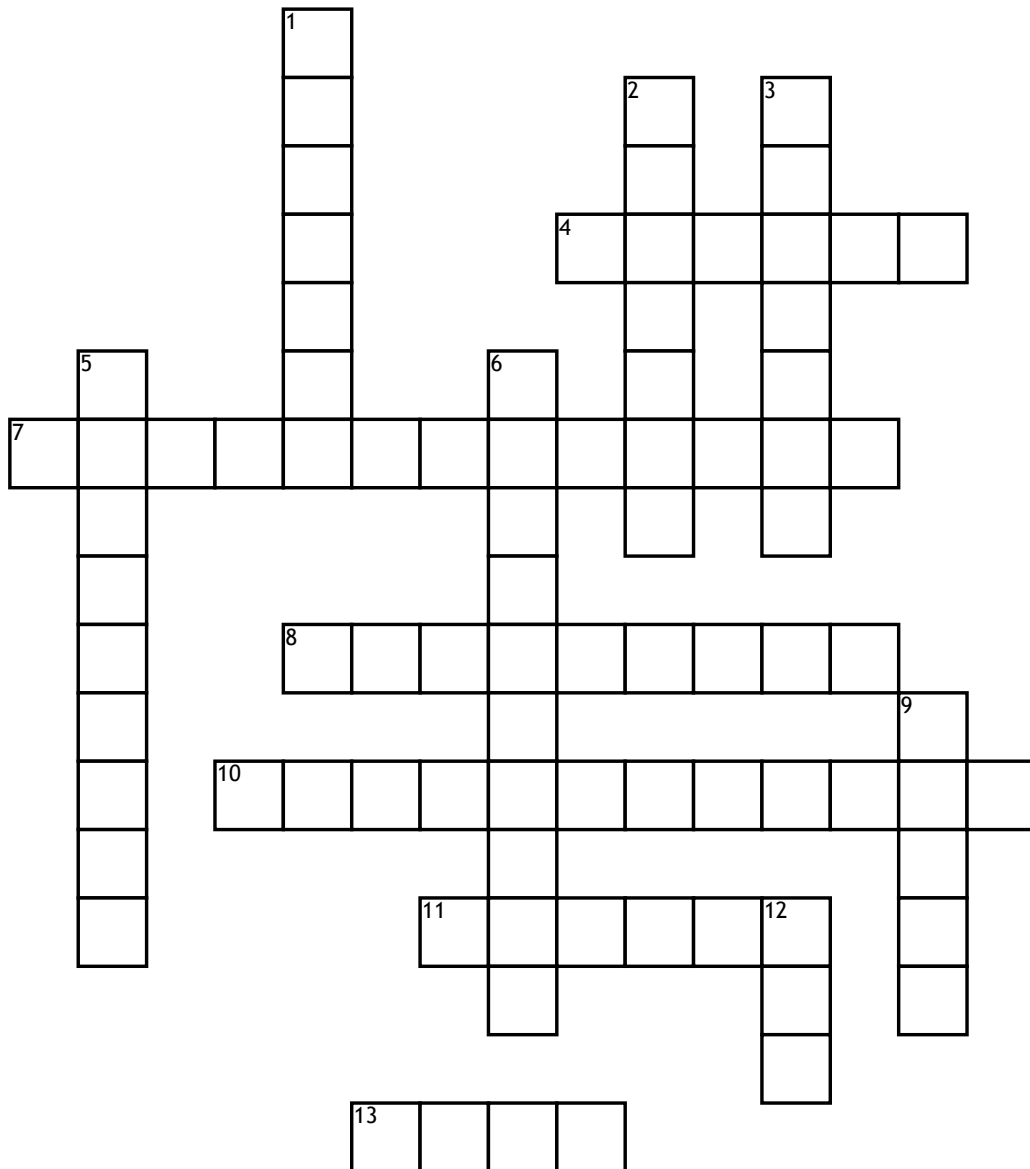


Name: _____

International Marketing



Across

4. The 4 P's of Internatinal Marketing is also called Product _____

7. most commonly used strategy where pricing is on a market-by-market basis

8. encompass all efforts of an international firm to enhance desirability of its prducts among buyers

10. Another word used for Place in the last stage of marketing mix

11. the communication channel used by the advertiser to convey a message

13. How many market strategies are there

Down

1. the facts or impressions the advertiser wants to convey to potential customers

2. The set of tangible factors that the consumer can see or touch

3. it directly affects the size of the revenues earned by a firm

5. The process of planning and executing the 4 P's of a good.

6. a market that results when products are imported into a country legally but outside the normal channels of distrubution

9. the strategy targeting specific types of products for certain customer groups or regions

12. The 4 P's of Marketing is also known as Marketing _____